



DCMC Communications

New Commanders Orientation

March 16, 2000

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DCMC Director of



Agenda

- Overview
- Roles and Responsibilities
- Operations
- Points of Contact
- Questions



Mission

**To ensure Agency and
Command information is
consistent and in
conformance with
leadership goals**



Communications Team

- DCMC-B Director of Communications
- DCMC Public Affairs Offices
 - DCMDE and DCMDW PAO
 - DCMDI Deputy Commander
- DLA Office of Congressional and Public Affairs (CAAR)
- DCMDE Video Production



Roles and Responsibilities

- HQ Communications Office
 - Manage internal and external communications for Command
 - Link CAAR, DCMC and Command's field activities to ensure information is consistent.



Roles and Responsibilities

- District Public Affairs Offices
 - Oversee communications activities within the districts
 - Customer assistance/guidance to CAOs
 - Publish news magazines
 - Media relations training
 - Work with HQ Communications Office on matters affecting command



Roles and Responsibilities

- DLA Congressional and Public Affairs
 - Provides guidance and Agency support
 - Primary focal point for national media
 - Produce Agency news magazine



Operations (External Publication)

- **Command Representation**
 - **Advantages:**
 - **Career recognition**
 - **Editorial expertise**
 - **Placement services (Public Affairs established relationships with editors of national publications)**
 - **Disadvantages:**
 - **Approval process can take time**



Operations (External Publication)

- **Written by field and approved by field Commander**
- **District PAO for review (ensure articles well-written, etc.) and approval**
- **Approved by District Commander**
- **DCMC-B: Attn: DCMC Director of Communications for review and coordination**
- **DCMC functional SES approval**



Operations (Internal Publication)

- **Written by field and approved by field Commander**
- **District PAO for review (ensure articles well-written, etc.) and approval**
- **Articles about HQ matters/articles, for Command-wide distribution, or for DLA Dimensions are sent to DCMC-B: Attn: DCMC Director of Communications for review and coordination**
- **DCMC functional SES for approval**



Operations (Media)

- National level, command-wide media queries should be directed to DCMC-B
- CAAR responds to national media
- Local media queries should be directed to District PAOs



Operations (Marketing)

All marketing products will come through the CCM and/or DCMC Communications Office

- DCMC policy memo 97-83
- District PAOs prepare/distribute marketing packages
- Marketing products funded through DCMC-B



Operations (Video Production)

All video production requests will come through the CCM and/or DCMC Communications Office

- DCMC policy memo 97-83
- Funded through DCMC-B
- Productions must be approved by DCMC Commander



Communications Budget

DCMC Director of Communications oversees Command communications budget, includes:

- Publications (*does not include District newsletters)
- Videos
- Displays
- Marketing products



Communications POCs

DCMC Communications Office:
Lynford Morton (703) 767-2454; fax
x6587

- DCMDW Public Affairs Office:
Gay Maund (310) 900-
6020; fax x6023

- DCMDE Public Affairs Office:
Ann Jensis-Dale (617)
753-4298; fax x3179



DoD Principles of Information

It is the policy of the Department of Defense to make available timely and accurate information so that the public, Congress and the news media may assess and understand the facts about national security and defense strategy. Requests for information from organizations and private citizens will be answered in a timely manner. In carrying out the policy, the following principles of information will apply:

- *Information will be made fully and readily available, consistent with statutory requirements, unless its release is precluded by current and valid security classifications. The provisions of the Freedom of Information Act will be supported in both letter and spirit.*
- *A free flow of general and military information will be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.*
- *Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.*
- *Information will be withheld only when disclosure would adversely affect national security or threaten the safety or privacy of the men and women of the Armed Forces.*
- *The Department's obligation to provide the public with information on its major programs may require detailed public affairs planning and coordination within the Department and with other government agencies. The sole purpose of such activity is to expedite the flow of information to the public: propaganda has no place in Department of Defense public affairs programs.*